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PATENT
Docket No.: 026296-000310US

TOWNSEND and TOWNSEND and CREW LLP

By: Allian Montano

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

William M. Reller, et al.

Application No.: 10/694,643

Filed: October 27, 2003

For: SELECTING ADS FOR A WEB
PAGE BASED ON KEYWORDS
LOCATED ON THE WEB PAGE

Confirmation No.: 4009

Examiner: Colleen A. Hoar

Art Unit: 4172

PETITION UNDER
37 C.F.R. § 1.78 TO ACCEPT AN
UNINTENTIONALLY DELAYED
PRIORITY CLAIM
UNDER 35 U.S.C. § 119(e)

Mail Stop Petitions
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicants submit this petition to accept an unintentionally delayed priority claim under 35 U.S.C. § 119(e) for the benefit of a prior filed provisional application, in accordance with the requirements of 37 C.F.R. § 1.78(a)(6).

The present application claims the benefit of U.S. Provisional Application No. 60/421507 filed October 25, 2002.¹ This information concerning the priority claim under 35 U.S.C. § 119(e), claiming priority from the provisional application, is included in the inventor declaration that was filed with the application. The application, however, did not include a specific reference in the specification or in an Application Data Sheet in the manner required by 37 C.F.R. § 1.78(a)(5).

¹ The filing date of this application (October 27, 2003) is the first business day following October 25, 2003 (a Saturday).

In accordance with the requirements of 37 C.F.R. § 1.78(a)(6), Applicants present this petition with the following:

(i) a signed Application Data Sheet (ADS) under 37 C.F.R. § 1.76 is filed with this Petition to provide the specific reference to the provisional application;²

(ii) the surcharge fee set forth in 37 C.F.R. § 1.17(t) of \$1410.00 is included;


(iii) Applicants state that the entire delay between the date the claim was due and the date of filing this Petition was unintentional.

The Commissioner is hereby authorized to charge any additional fees associated with this Petition or credit any overpayment to Deposit Account 20-1430.

CONCLUSION

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 858-350-6100.

Respectfully submitted,


David A. Hall
Reg. No. 32,233

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DAH:dah
61275618 v1

² The attached supplemental ADS contains no changes from the initial ADS that was filed with the Amendment of January 31, 2008 but for the filing date of this Petition. The supplemental ADS is being submitted with the current Petition in order to provide a single filing with all documents associated with the unintentionally delayed priority claim. This Petition is being filed promptly upon finding that the filing of January 31, 2008 was lacking the petition fee and statement of unintentional delay.

Application Data Sheet

Application Information

| | |
|---------------------------------|---|
| Application number:: | 10/694,643 |
| Filing Date:: | 10/27/03 |
| Application Type:: | Regular |
| Subject Matter:: | Utility |
| Suggested classification:: | |
| Suggested Group Art Unit:: | |
| CD-ROM or CD-R??:: | |
| Number of CD disks:: | |
| Number of copies of CDs:: | |
| Sequence Submission:: | |
| Computer Readable Form (CRF)?:: | |
| Number of copies of CRF:: | |
| Title:: | Selecting Ads For A Web Page Based On Keywords Located On The Web Page |
| Attorney Docket Number:: | 026296-000310US |
| Request for Early Publication:: | No |
| Request for Non-Publication:: | No |
| Suggested Drawing Figure:: | |
| Total Drawing Sheets:: | 3 |
| Small Entity?:: | Yes |
| Latin name:: | |
| Variety denomination name:: | |
| Petition included?:: | No |
| Petition Type:: | |
| Licensed US Govt. Agency:: | |
| Contract or Grant Numbers One:: | |

Secrecy Order in Parent Appl.: No

Applicant Information

Applicant Authority Type: Inventor
Primary Citizenship Country: US
Status: Full Capacity
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Applicant Authority Type: Inventor
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Correspondence Information

Correspondence Customer Number:: 20350

Representative Information

| | | |
|------------------------------|-------------------------|-----------------------|
| Representative Designation:: | Representative Number:: | Representative Name:: |
| Primary | 32,233 | David A. Hall |

Domestic Priority Information

| | | | |
|------------------|---|----------------------|----------------------|
| Application:: | Continuity Type:: | Parent Application:: | Parent Filing Date:: |
| This Application | An Appn claiming benefit under 35 USC 119(e) of | 60/421,507 | 10/25/02 |

Foreign Priority Information

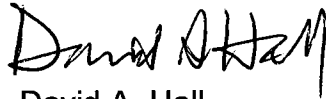
| | | |
|-----------|----------------------|---------------|
| Country:: | Application number:: | Filing Date:: |
|-----------|----------------------|---------------|

Assignee Information

| | |
|---|---|
| Assignee Name:: | Medio Systems, Inc. |
| Street of mailing address:: | One Convention Place, 701 Pike Street, 15th Floor |
| City of mailing address:: | Seattle |
| State or Province of mailing address:: | Washington |
| Country of mailing address:: | US |
| Postal or Zip Code of mailing address:: | 98101 |

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 858-350-6100.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "David A. Hall". The signature is written in a cursive, slightly stylized font.

David A. Hall
Reg. No. 32,233

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Attachments
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